

**PERAN NILAI PELANGGAN PERSEPSIAN PADA PENERAPAN  
*THEORY OF PLANNED BEHAVIOUR* DALAM PEMBELIAN  
PRODUK ORGANIK**

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***ABSTRACT***

*This study aims to examine the effect of the intention to buy organic products on the buying behavior of organic products. Intention to buy a strong organic product will encourage someone to buy behavior. Data obtained through questionnaires distributed to potential users of organic products. The sampling technique used is a two-stage cluster sampling technique with a population of students residing in Surakarta colleges of 200 respondents. Hypothesis testing is done by using SEM and regression analysis. The study found results: (1) purchase intention has a significant effect on buying behavior, (2) the implementation plan does not mediate the relationship between purchase intention and buying behavior, (3) perceived behavioral control has a significant effect on purchase intention, (4) subjective norms have a significant effect on purchase intention, (5) attitude has no effect on purchase intention, (6) perceived customer value has a significant effect on attitude.*

***Keywords : Buying behavior, Purchase intention, Implementation plan, Perception behavior control, Subjective norms, Attitude, Perceptual customer value.***



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